

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Group Art Unit: 3623

Examiner: Sterrett, Jonathan G.

Serial No.: 10/631,837

Filed: August 1, 2003

In re Application of: Naples et al.

Confirmation No.: 1034

Customer No.: 28661

Title: METHODS, SYSTEMS, AND COMPUTER READABLE MEDIA CONTAINING  
INSTRUCTIONS FOR EVALUATING THE RETURN ON DIRECT MAIL  
MARKETING AND FOR EVALUATING SHIPPING SERVICES

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**AMENDMENT**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action dated July 17, 2009, kindly amend the above-identified application as follows.

**Amendments to the claims** begin on page 2.

**Remarks/Arguments** begin on page 15.